

**Guvernator's Restaurant**  
608 East Broad Street.  
Oysters and Clams  
All the Year Round  
SEA FOOD  
A SPECIALTY

**OFFICERS OF THE CLUB:**  
President, M. S. Knight;  
Vice-President, S. T. Leaming;  
Secretary, Raymond Massey;  
Treasurer, Ralph Dombrower;  
Address committee, W. S. Campbell;  
Chairman of Publicity Committee, S. T. Leaming.

**THE TRUTH**  
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**DIRECTORS:**  
M. S. Knight  
S. T. Leaming  
Raymond Massey  
Robert Saville  
W. S. Campbell  
Gervas Taylor  
E. N. Ezekiel  
R. D. Harrison  
Address all communications relating to membership and club affairs to Raymond Massey, Secretary, P. O. Box 229.

**Aragon**  
means  
**Best**  
in  
**Coffee Tea Rice**

**1920 Map of Richmond and Suburbs**  
50 cents to \$7.50  
At your Stationer's or  
**Hill Directory Co., Inc.**  
823 Mutual Building.  
Remember Hill's Letter Shop for Multigraphing.

**Outdoor Advertising**  
**The Truth Tersely Told**  
**The Burton System, Inc.**  
Richmond, Va.

**Christmas**  
PERSONAL  
GREETING CARDS.  
**L. P. Levy & Co.**  
603 East Broad Street.

For French Cakes and Pastries of Quality  
Ask for  
**MAXIME'S**  
Sold Everywhere  
Wholesome, deliciously good and appropriate for all occasions.  
**MAXIME'S**  
717 East Grace Street.

**'Good for the Eyes'**  
**The S. GALESKI Optical Co.**  
Main & 8th Sts., 223 E. Broad St.  
Kodak Headquarters.

**better have WHITTET print it.**  
**WHITTET & SHEPPERSON**  
Printers  
14th St., between Main and Franklin  
RICHMOND, VA.

**The Safe-Cabinet**  
"The World's Safest"  
Bears the Highest Endorsement of the Underwriters' Laboratories.  
Underwriters' Laboratories Inspected Safe Class A No.  
Underwriters' Laboratories Inspected Safe Class B No.  
**THE SAFE-CABINET COMPANY,**  
S. M. Friedman, Agency Manager,  
13 North Seventh St.,  
Madison 207, Richmond, Va.

**REMEMBER!!**  
We Write All Lines of  
**INSURANCE**  
AND  
**SURETY BONDS**  
**Gibson, Moore & Sutton, Inc.**  
208-9-10 Mutual Building.

**SAUER'S**  
PURE FRUIT  
FLAVORING EXTRACTS  
BEST BY EVERY TEST  
17 HIGHEST MEDALS  
Largest Selling Brand in U. S.  
C. F. SAUER CO., RICHMOND, VA.

**FREDERICK SPIGEL STUDIOS**  
ADVERTISING ART  
1012 E. BLDG.  
-TELEPHONE- -RAN. 2942-

**Welcome to the New Officers**  
Through the stress of business, M. S. Knight, who has been president of the club since the annual election last May, tendered his resignation to the board of directors of the club. The formal announcement of his resignation was made at the meeting last Friday, as well as the announcement of the officers appointed by the board to fill the unexpired term.  
S. T. Leaming, who has taken a very active part in the club for several years, and is at the present time executive secretary of the Better Business Bureau, was promoted from the vice-presidency to the presidency of the club. Mr. Leaming has a great many friends and warm supporters in the organization, and because of his position he will have much time to devote to the up-building of the club. His position with the Better Business Bureau, which is a subsidiary of the Richmond Advertising Club, will in no wise effect his efficient handling of club matters, but, on the other hand, will be of material assistance to him in the work.  
Raymond Massey, who has served the club as secretary for more than two years, was promoted to the vice-presidency, certainly a well-deserved reward for faithful service.  
One new member was elected to the board of directors. The club is fortunate to have W. W. Workman to sit on the board. His long experience and wide acquaintance in advertising circles will enable him to render valuable assistance to the activities of our organization.  
Gervas Taylor was made secretary. We all know Gervas and know that he is going to put his usual pep and enthusiasm in the work that he is now doing.

**A Busy Season**  
The Richmond Advertising Club is potentially the strongest civic organization in Richmond. Its membership is larger than any similar organization. It has brains; it has muscle. It is capable of doing almost anything it undertakes. It is familiar with that most powerful of all forces—printers' ink.  
There is just one thing that can make these weapons ineffectual against the problems undertaken by the club—lack of enthusiasm on the part of Advertising Club members.  
Collectively, we can make the wheels of commerce in our fair city spin at a terrific rate. Divided in our thoughts and activities, we become as a one-horse shay compared to a twin-six automobile.  
Let us all get in and work. If Richmond is a good place to live in now, it is worth making better.  
How can I help? That question is easily answered. Whatever you are asked to do, do it cheerfully and enthusiastically. Get down and appreciate the importance of the task that has been assigned you and you will find real joy in doing things.  
The girls said that "life is doing, and doing is life." There never was a truer statement. Your true happiness comes in doing things; in seeing things progress, not stand still. The satisfied man is a failure in every sense of the word.  
Attend the club luncheons. You eat somewhere. It only requires an hour and

**PROGRAM TODAY**  
**SALESMANSHIP**  
By Prof. H. H. Seay, Jr.,  
Associate Professor of Economics,  
University of Richmond.  
Those who missed Professor Seay's lecture on "Retail Merchandising" missed one of the treats of the year. Profit by this bit of advice and hear him today on  
"Salesmanship."  
Luncheon at the Hotel Richmond,  
12:55 sharp.

a quarter of your time to attend the Ad Club luncheons. If you have reached the stage that you cannot learn something from association and intimate contact with your fellows, you are in a bad way. So, attend the luncheons, take part in the work of the club, offer suggestions.  
Do something, if it is nothing but talk. Make a noise like a man. The man or the woman who does not exercise the right of suffrage has no right to complain of poor government. The same thing is true of Ad Club membership.

**Personal Stuff**  
Our well-known citizen and mail-order expert, Milton Cone, may be seen Bulking out to the Hermitage Club on a certain morning in the week, arriving promptly at 9 o'clock. Object: to top a brassie.

Raymond Massey, local insurance expert, was in Norfolk last week. Isn't there enough water in Richmond, Raymond?

Frank Davis, business manager of the Merchants Journal of Commerce, says he never will forgive Henry Ford for the dirty trick he played on him. Exactly four hours, fifteen minutes and three seconds from the time Frank put his John Hancock to a check for one of Henry's sedans, the price of the said sedan was cut 33 1/3 per cent. Better luck next time, Frank.

B. Morgan Shepherd was seen going through Capitol Square last Wednesday. Two hours later the said Governor raised cain with the Federal bank. We are for you, Morgan.

Ex-president Ezekiel is making frequent trips to New York lately. Is it always business, Ed?

Stonewall Jackson Court Saville, orator and diplomat, threatens to attend a meeting of the Advertising Club soon. Hope to see you Bob.

Julian Whitlock Myers has earned our everlasting gratitude. He says hats for our wives are coming down. Hope so, Julian, but don't be like Mr. Shaggygrass.

Dr. Campbell has just returned from a trip to Portland, Me. He says Richmond is a pretty good place to live in. Doc, it's unanimous.

W(ill) W(in) Workman says one advantage about being chairman of the program committee is that he can make a speech whenever he wants to.

Your correspondent will now burst forth in song:  
A constant drop of water  
Wears away the hardest stone.  
The constant gnawing Toxer  
Masticates the toughest bone.  
The constant cooing lover  
Carries off the blushing maid.  
And the constant advertiser  
Is the one that gets the trade.  
More anon.  
**YOUR CORRESPONDENT**

**Better Business Bulletins**  
Meaning of Value.

Speaking generally, the value of an article is the price at which two or more representative stores in a certain locality are, at present, selling that article in a regular way. Obviously, during a period of falling prices everywhere, the "value" of certain articles is rapidly lessening. The use of "regular price" just now is dangerous. But "former regular price" or "originally made to sell at" would convey the truth and not weaken the statement. Also the statement "worth up to" would often be improved by saying, "formerly worth from (lowest price) to (highest price)."  
"Wholesale," according to H. J. Kenner, secretary of the National Vigilance Committee, "is a term which is legitimately used only to the price at which goods are sold in quantity by the manufacturer or jobber to the final distributor." But in its use, a retailer should not forget to consider "present value." Goods may have wholesale at \$24.00 per dozen last month and be wholesaling at \$16.00 per dozen this week. But a retailer though selling at a loss, would not be justified in saying that at \$1.75 each he is selling at less than wholesale. The public thinks in terms of "present value" unless advised otherwise.  
Almost every family is aware that prices are dropping because competition demanded it, and that few, if any, business men have voluntarily lowered prices from altruistic motives. It seems foolish to pay for valuable advertising space in order to make statements that will neither sell goods nor ever be believed by the general public.  
Better Business Bureau of Richmond, Inc.

**Dance and Dine**  
—AT THE—  
**RICH KELLER**  
Every Evening from 9 to 12  
Excellent Jazz Orchestra from Boston.  
25% reduction from menu prices in the Grill Room.  
**HOTEL RICHMOND,**  
W. E. HOCKETT, Manager.

Calling to your attention the best place for business men and women to eat—  
**Murphy's Dining Room**  
Eighth and Broad.

**Taxpayers**  
should have their accounts stated in conformity with the Federal Tax requirements and scientific accounting.  
We invite you to come in and talk over your accounting and tax problems, or at your request we shall call at your office.  
**Pullen, Henderson & Company,**  
Certified Public Accountants  
Richmond, Lynchburg, Raleigh, Va. N. C.

**Stocks and Bonds**  
We have excellent facilities for the handling of securities on all markets.  
**LOCAL SECURITIES**  
**EUGENE R. JONES & CO.**  
807 E. Main St. Mad. 7147.  
Members Stock Exchange.

**Better Printing—Better Advertising**  
The Shop of Better Printing  
**Garrett & Massie, Inc.**  
1309-11 E. Franklin Street  
Madison 7304

**We Think as well as print TRY US**  
**Williams Printing Co.**  
11-13-15 N. Fourteenth St.  
Phone Madison 980

**Grace Sign Co.**  
116 North Seventh Street.

**American Audit Company**  
PUBLIC ACCOUNTANTS  
Richmond Branch,  
Room 214 Amer. Nat'l Bank Bldg.  
CONSULTING ACCOUNTANTS,  
Audits Business Systems  
Examinations Cost Systems  
Home Office,  
100 Broadway, New York.  
**ALLAN TALBOTT Resident Mgr.**  
Phone Randolph 961.

**STEREOS and MATS**  
Ad Club Members can get quickest and best service in our modern plant.  
**VIRGINIA STATIONERY CO.,**  
Mfg. Dept. Ninth and Cary.

For Best Work and Satisfaction Go to  
**Southern Auto Repair Company, Inc.**  
920-922 West Broad Street,  
Richmond, Va.  
Madison 6308, Randolph 1928

**Electrical Work of Every Description**  
Complete Line of Electrical Appliances.  
**MORRIS HUNTER**  
113 North Eighth Street.

**D. A. PRENTISS**  
319 West Broad Street.  
Grant Oldsmobile  
Saxon  
COLUMBIA STORAGE BATTERIES.  
Phone Randolph 409.

**Mosmiller FLORIST**  
115 East Main Street.  
All the season's flowers are here with all their beauty and fragrance.  
Phones, Madison 1117-1118.

**FREEMAN ADVERTISING AGENCY, Inc.**  
HOME OFFICE, SEVENTH FLOOR, MUTUAL BUILDING, RICHMOND, VA.  
Newspaper, Magazine and General Advertising Planned, Prepared and Profitably Placed.  
Recognized by:  
American Newspaper Publishers' Ass'n.  
Periodical Publishers' Association.  
Agricultural Publishers' Association.  
Member:  
Southeastern Advertising Agents' Ass'n.  
Associated Ad Clubs of the World.

**Virginia Trust Company**  
The Safe Executor  
RICHMOND, VIRGINIA.  
Please Remember This—Our Business Is That of Acting as Executor, Guardian and Trustee.  
Established 1892—Twenty-Eight Years Ago—for That Purpose.

**PRIME RIBS OF BEEF**  
Au Jus  
**Richmond Cafeteria**  
Eighth and Franklin Streets.

**Have Your Old Carpets Rewoven Into New Rugs**  
**Richmond Awning Co.**

**INSURANCE ALL LINES.**  
**STUART RAGLAND**  
208 Travelers Building.  
Randolph 6280.

**The Best Way**  
to help those in need is to "help them help themselves." That is the work of the Associated Charities, and is a work all Richmond must aid. Let it have your support.  
**The Union Bank of Richmond**  
1104 E. MAIN ST.

**We Want You on Our Books**  
We Will Do Anything a Good Bank or Trust Company Can Do for You.  
Resources, \$12,000,000.  
**First National Bank**  
The Oldest Bank in Richmond.  
Interest in Savings Department Begins the First Day in Each Month.  
Why Not Rent a Safe Deposit Box?

**The Realtors To Handle Your Real Estate**  
**ALLAN, SAVILLE & SNEAD, Inc.**  
501-2-3 Ry. & Power Bldg.  
Phone Randolph 3326-3327.

**Virginia Engraving Co., Inc.**  
Photo-Engravers  
Artists and Designers  
8 and 10 North Eleventh St.,  
Phone Randolph 318.

**"No Car Rides or Drives Like the CADILLAC."**  
**JONES Motor Car Co.**

The Oldest Agricultural Journal in America.  
Circulation, Over 100,000  
Established 1840  
**The Southern Planter**  
Semi-Monthly  
Offices: 28 North Ninth Street.  
P. O. Drawer 1236  
Richmond, Va.

**NOTICE!**  
Special sale on Screen Doors for one week. Prices from \$2.75 up including all fixtures. Come in and compare our prices with others.  
**Newton-Woodward Hardware Corp.,**  
618 East Broad Street.

**SCHER'S SODA SODA EGAR**  
Cor. Ninth and Broad Streets,  
Richmond, Va.

**Maccar Trucks**  
ARE BEST  
Is the verdict of many users  
**KING-WILSON MOTOR CORPORATION**  
820 W. Broad St. Mad. 1361

**DENNIS AUTO SUPPLY CO.**  
801 W. Broad St.  
Automobile Accessories  
Automobile Robes  
Distributors G. & S. Tires.

**DAY-ELDER**  
Worm-Drive Motor Trucks  
Note: first that DAY-ELDER TRUCKS are built of very finest materials, run very fast, and, second, they are the most reasonably priced worm-drive trucks on the market. INVESTIGATE!  
**KLINE KAY SALES CO.,**  
605-613 West Broad Street,  
Richmond, Va.

**SAN CARLOS HAVANAS**  
10c Straight and 2 for 25c  
\$4.50 and \$5.50 Per Box  
**Frank Moriconi & Co.**  
Tenth and Main Streets.

**The Firms Who Are Wise AD-VISE**  
"Printing of Distinction"  
For Results  
**Brown Print Shop**  
Where Governor Street Meets Franklin, Richmond, Va.  
Phone Madison 1890.

**Sydnor Pump and Well Co., Inc.**  
Water Supply Equipment  
1310 East Main Street,  
Richmond, Va.

When you receive  
**J. N. Green Stamps**  
as a discount, you give your household allowance a new lease of life. They are money savers pure and simple.  
**THE Sperry & Hutchinson Co.**  
105 North Seventh Street.